



FEAST

Inspired Local Food Culture | MIDWEST

feastmagazine.com

PRINT | DIGITAL | SOCIAL MEDIA | FEAST TV | EVENTS

2018 MEDIA KIT



FEAST

Inspired Local Food Culture | Midwest

OUR CLIENT MISSION

By positioning your business with Feast, you ensure that your message will reach a consumer who is actively seeking great content on anything and everything culinary in this region. Media's strength is measured by its voice, and Feast is constantly expanding its reach through cooking classes, wine tastings, cross promotions, broadcast appearances and event sponsorships. When you invest your marketing dollars with Feast, you are reaching an interested audience and aligning your business with a brand that is an active part of food and drink in this region and one that positively promotes the local culinary scene and encourages growth in the industry.

We plan a lot of our dining out on weekends around this mag and are never disappointed.

- G. Harley



A MULTIMEDIA MARKETING PROGRAM



PRINT

An award-winning monthly print publication, delivering culinary content across the state of Missouri, Southern Illinois and Eastern Kansas.



DIGITAL

Daily content is delivered to visitors at feastmagazine.com. Your message can also be delivered to the inbox of Feast readers with two weekly e-newsletters and exclusive e-blasts.



SOCIAL MEDIA

Connect with Feast followers through Facebook, Twitter, Instagram and Pinterest.



FEAST TV

An Emmy Award - winning half-hour series that offers delicious inspiration.



EVENTS

Reach Feast foodies with integrated brand sponsorships.



*I love Feast Magazine!
Awesome resource for
everyone who loves food!*

- S. Wenger

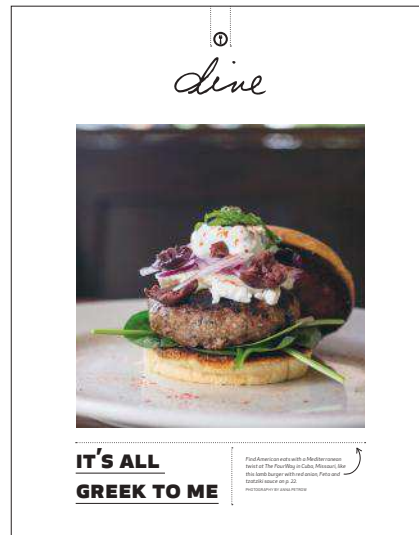
PRINT

READER PROFILE

Gender:	Women	55%
	Men	45%
Age:	18 - 34	16%
	25 - 54	48%
	35 - 54	32%
	55+	52%
Education:	Some College	30%
	College/Postgrad	47%
Income:	\$50 - \$99,999	43%
	\$100,000+	22%
Home Value:	Owns Home	84%
	Less than \$199,999	46%
	\$200,000 - \$499,999	33%

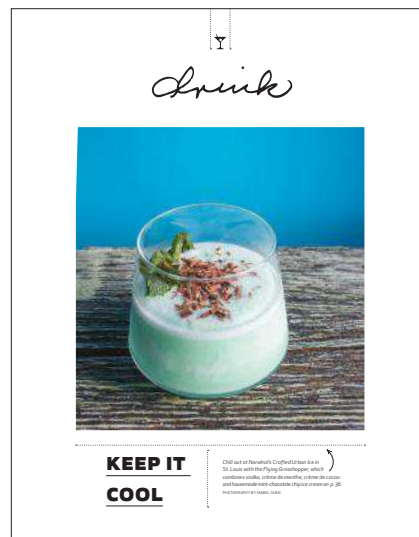


IN EVERY ISSUE



DINE

- Insights on dining trends, must-try restaurants, chef interviews and top regional culinary destinations.



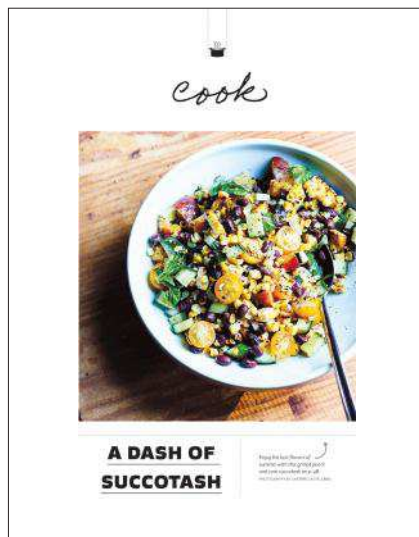
DRINK

- Focus on liquid culture with cocktail trends, coffee news, craft breweries, local wineries and distilleries.

CIRCULATION



	COPIES	LOCATIONS
St. Louis	70,000	700
Kansas City	50,000	525
Columbia/Jefferson City	5,000	115
Southwest Missouri	15,000	140



COOK

- Inspiring recipes with ideas on pastries, weeknight meals, plant-based cooking and creative ways to use little-known ingredients.

EDITORIAL CALENDAR

	COVER STORY	SPECIAL SECTIONS	SPACE DEADLINE	ART DEADLINE
January	The Tastemakers Issue	Wedding Guide Eat Right	12.8.17	12.12.17
February	Pass the Salt	Dishes, Drinks and Desserts We Love Centennial Beer Guide Insert	1.12.18	1.16.18
March	Regional Mexican Fare	Celebrate!: A Spring Entertaining Guide Living & Cooking: The Gourmet Kitchen	2.9.18	2.13.18
April	Sweet Tooth	2018 Beer Guide Spring Festivals & Events	3.9.18	3.13.18
May	Wine Issue	Flavor Profiles: Wine, Beer & Spirits Patio Dining	4.13.18	4.17.18
June	Farm Issue	Celebrate!: A Summer Entertaining Guide	5.11.18	5.15.18
July	Summer Spectacular	St. Louis Craft Beer Week Insert	6.8.18	6.12.18
August	Feast 50 Issue	Feast 50 Celebration Restaurant Month	7.13.18	7.17.18
September	DIY	Fall Festivals & Events Living & Cooking: The Gourmet Kitchen	8.10.18	8.14.18
October	Bar None	Perfect Pairings: Wine + Cheese/Wine + Dessert	9.7.18	9.11.18
November	Thanksgiving Issue	Celebrate!: Holiday Entertaining Guide Seasonal Favorites	10.12.18	10.16.18
December	Wood-Fired Foods	Holiday Giveaways Cocktail Corner	11.9.18	11.13.18



DIGITAL

SOCIAL

FEASTMAGAZINE.COM

Average Monthly Page Views: 1,036,291

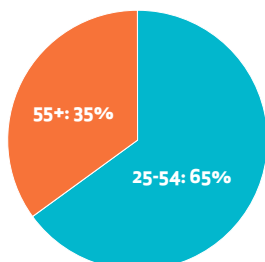
Average Monthly Unique Visitors: 150,381

Growth in Last 12 Months: 115%

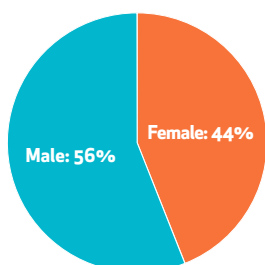
Average New Visitors: 82%

DEMOGRAPHICS

Age: 25-54 65%
55+ 35%



Gender: Female 44%
Male 56%

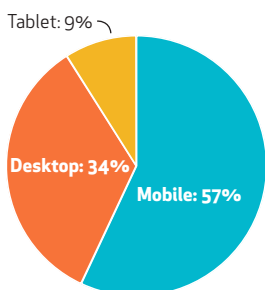


DEVICES

Mobile: 57%

Desktop: 34%

Tablet: 9%



E-MARKETING

SUBSCRIBERS DELIVERY

- | Subscriber Type | Count | Delivery |
|------------------------|--------|----------------------------|
| Feast Favorite Recipes | 14,181 | Monday |
| Midwest News | 16,724 | Wednesday |
| Feast Exclusive | 16,724 | *Any Day |
| Feast 5 | 16,724 | Last Friday of Every Month |

AD/POSITIONS/SPECS/RATES:

- | Ad Position | Specs | Rate |
|-----------------|--------------------------------------|-------|
| Big Ad | 300 x 250 | \$250 |
| Advertorial | 125 x 125 photo or logo | \$250 |
| Featured Recipe | 300 x 500 with photo and recipe text | \$250 |
| Feast Exclusive | 600 x 800 image | \$500 |

*Available on Tuesday, Thursday or Friday



FACEBOOK: More than 51,000 likes



TWITTER: More than 51,000 followers



INSTAGRAM: More than 30,000 followers



PINTEREST: More than 2,900 followers

SPONSORED POST

Reach Feast's social media fans through a sponsored post on our Facebook page or Twitter feed.

\$250

Includes photo, text and web link.

SPONSORED POST WHEN ADVERTISING IN FEAST MAGAZINE

\$150

SAVE 40%

TWITTER



FACEBOOK



- *Feast TV* is broadcast on public television in five markets
 - St. Louis: **Nine Network**
 - Kansas City: **KCPT**
 - Mid-Missouri: **KMOS**
 - Osage Beach: **Lake TV**
 - Southern Illinois: **WSIU**
- *Feast TV* episodes take viewers into restaurant kitchens, behind the bar, and into local shops and production facilities throughout the region.
- *Feast TV* airs 13 episodes annually with multiple broadcasts each month.

THE MONTHLY REACH
OF *FEAST TV* **1,383,734**

PRINT



140,000

BROADCAST



58,719*

*Based on Nine Network and KCPT only.
Three other networks add to the reach.

ONLINE



1,036,291

SOCIAL



132,000

E-MARKETING



16,724**

*TRAC Media Services, Nielsen
**Delivery through Midwest News.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSORSHIP

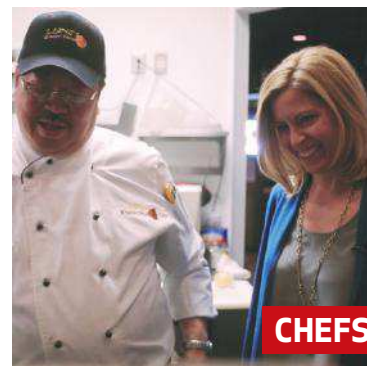
One sponsorship partner receives the naming rights to *Feast TV* with category exclusivity.



RESTAURANTS

VENUE SPONSORSHIP

The official demonstration kitchen of *Feast TV* is featured in every episode.



CHEFS

AUTOMOTIVE SPONSORSHIP

One automotive dealer is featured in multiple segments during the season.



FARMS

CONTENT SPONSORSHIP

May include wine, beer, grocery, utensils and other opportunities.



SHOPS

PARTICIPATING SPONSORSHIP

May include hair, wardrobe and other opportunities.



BARS

EVENTS



MAY 2018

An Annual Wine Social

Features award-winning wines from across the region, paired with dishes from area restaurants



MAY - OCT. 2018

Monthly Event Series

Get a taste of what's on Feast TV



SPONSORSHIP
PACKAGES AVAILABLE

I love this magazine! It tells me everything food and drink in Kansas City I didn't know, plus St. Louis, Columbia and other places in Missouri. I'm undone (and hungry) every time I read the monthly publication.

- C. Batz



OTHER PROMOTIONS

CUSTOM CONTENT VIDEOS:

Feast will create, shoot and produce a custom one- to three-minute profile video for client promotional purposes.

The video package includes:

- ▶ Video production and editing
- ▶ Completed video uploaded to Feast website, promoted via social media and in the Feast e-newsletter
- ▶ Digital file is provided to clients to use however they wish

\$2,000*

**Rate doesn't include host or other talent, if desired.*



Farmers' Market Cocktails: Propagator Punch

57 views

F Feast Magazine
Published on Aug 24, 2017

Learn to make Propagator Punch, a se watermelon, lime and jasmine tea. The at Retreat Gastropub in St. Louis, for a SHOW MORE



Herbie's Transformation, Part I: Central West End to Clayton

585 views

F Feast Magazine
Published on Oct 10, 2016

When Herbie's opens in its new home in Clayton next month, the restaurant will pay homage to two St. Louis institutions. Owner Aaron Teitelbaum explains why the restaurant is moving from one historic home to another. SHOW MORE

CUSTOM CONTENT

- ▶ Become a part of the content in Feast Magazine with a promotional advertorial. A full-page feature is created with your custom content and written from an editorial point of view.



INSERTS

- ▶ Your single- or multipage custom piece can be inserted into a monthly issue of Feast. Geographic targeting is available.



PRINT RATES & SPECS

DIGITAL RATES & SPECS

AD RATES

1 TO 3 ISSUES

4 TO 6 ISSUES

7 TO 12 ISSUES

AD SIZES (BUILD TO)

STANDARD ADS:

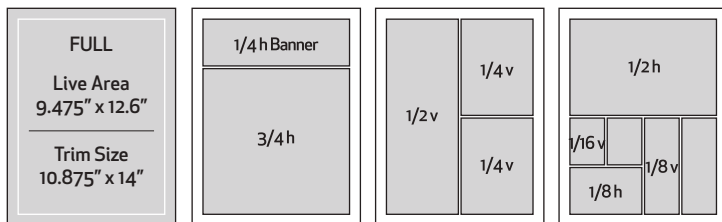
Spreads	\$5,460	\$5,170	\$4,725	w/ .25" bleed = 22.75" x 14.5"
Full Page	\$3,500	\$3,100	\$2,625	w/ .25" bleed = 11.375" x 14.5"
1/2 v pg	\$2,145	\$1,865	\$1,625	4.675" x 12.6"
1/2 h pg	\$2,145	\$1,865	\$1,625	9.475" x 6.2375"
1/4 v pg	\$1,090	\$950	\$830	4.675" x 6.2375"
1/4 h pg (banner)	\$1,090	\$950	\$830	9.475" x 3.0563"
1/8 v pg	\$550	\$480	\$420	2.275" x 6.2375"
1/8 h pg	\$550	\$480	\$420	4.675" x 3.0563"
1/16 v pg	\$275	\$240	\$210	2.275" x 3.0563"

PREMIUM COVERS:

Outside Back	\$4,375	\$3,875	\$3,280	w/ .25" bleed = 11.375" x 14.5"
Inside Front/Back	\$4,200	\$3,720	\$3,150	w/ .25" bleed = 22.75" x 14.5"

PREMIUM ADS:

Page 3 - Full Page	\$4,025	\$3,565	\$3,000	w/ .25" bleed = 11.375" x 14.5"
1/2 v Page - TOC Bookends	\$3,850	\$3,410	\$2,890	3.975" x 12.6"
Section Intro - Full Page	\$3,675	\$3,255	\$2,755	w/ .25" bleed = 11.375" x 14.5"



AD SPECS:

- ▶ Photo resolution is a 300 dpi minimum
- ▶ No web images accepted
- ▶ Recommended size for reverse type is 10 points
- ▶ **Acceptable file formats are:** .pdf, .psd, .jpg, .eps or .tif

POSITION

SPECS

MOBILE SPECS

STANDARD POSITIONS:

Big Ad	300 x 250 px	300 x 250 px
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OF IMPRESSIONS

RATES

10,000	\$100/mo
25,000	\$250/mo
35,000	\$350/mo
50,000	\$500/mo

PREMIUM POSITIONS:

RATES

Adhesion*	728 x 90 px 300 x 600 px 160 x 600 px	320 x 100 px	\$250/wk
Top Leaderboard	728 x 90 px	320 x 50 px	\$500/wk
Horizon	1920 x 600px (top) 1170 x 70 (bottom)	800 x 250 (top) 320 x 100 (bottom)	\$750/wk
Reveal	1920 x 600 px	800 x 250 px	\$750/wk

*One ad displays depending on screen size.





FEAST

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